

THE PR NEWswire ADVANTAGE:

HIGH-TECHNOLOGY SERVICES

◆ **The Industry Founder and Innovator** - Since 1954, PR Newswire has been the leading choice of wire services for corporate communicators representing close to 80% of the Fortune 500. 17,000 companies nationwide issue earnings, new product, and other announcements over PR Newswire every year. Notable technology clients include Microsoft, Sybase, SPA, Oracle, Apple, DEC, Dell, Ziff-Davis, CMP, America Online, Netscape and Compuserve.

◆ **Cost-effective Distribution** - With every wire release, your news will be sent to more than 600 trade publications, analysts and financial institutions, and 100 databases. All trade categories are reached at no additional cost beyond the price of wire distribution. (Categories include Multimedia, Connectivity, Computer End-User, Telecommunications, Business, Research, etc.)

◆ **Media Relations and Continuous Media Updates** - PRN's High-Tech manager and staff continuously update trade lists ensuring we are adding new media points, responding to editorial and client requests and reaching editors in the method they prefer.

◆ **Events and Media Coffees** - We offer our clients the opportunity to participate in hundreds of media coffees, forums and seminars. In 1995, attending editors represented such important media including: Upside, C/Net, Electronic Entertainment, Inter@ctive Week, NetGuide, Home PC, Computer Life, Computer Gaming World, Interactive Age and Business Week. Forums presented included "High Tech IPO Conference," and "Marketing on the Internet".

◆ **Trade Show Support** - PR Newswire is present at all major high-tech shows throughout the year including exclusive space in the press rooms at such shows as Networld+Interop (Fall and Spring), E3, Consumer Electronics. At these shows we offer special pricing, Internet access of releases and delivery of DJ and Reuters clips directly to booths.

◆ **PRN Technology** - PRN has invested heavily in its own technology. We have built proprietary BBS operations for our members. Both broadcast e-mail and broadcast fax systems are operated internally. Due to this, PRN can provide a "one-stop shop" offering a wide variety of communications services and a high degree of quality control to ensure the most efficient degree of service.

◆ **E-mail and Broadcast Fax** - PRN's delivery options include e-mail and broadcast fax. Store your important editorial lists with us to ensure immediate distribution of your news to your top editors. For both broadcast fax and e-mail there are no cost for set-up, deletions or additions.

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◆ **www.prnewswire.com** - On PRN's web site, Company News on Call - Web is an exclusive service. CNO/Web is a listing of companies (350 as of today) that if accessed, will show the user a complete library of press release headlines and the full-text releases issued for the year for each of these companies. The user has the option to retrieve releases if desired. PRN takes care of the management of this material so that the companies don't have to update their own web pages with press releases. We also provide links to the companies listed.

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◆ **MediaMap/Onelink** - Coming in October, MediaManager 2.0, the latest upgrade to MediaMap will feature Onelink - allowing for simultaneous distribution of press releases to editors directly through PR Newswire. The user will be able to create lists, hit the Onelink icon and automatically distribute the information to PRN. PRN will in turn distribute the releases to the editors in the format they have requested whether fax, e-mail or U.S. mail.

◆ **High-Tech Hot Wire** - We help keep our clients informed. We provide the bi-weekly Hot Wire via fax at no charge. This informative newsletter provides up-to-the-minute changes in the trade press and helps you target your upcoming announcements for the best "pick up".

**If you have any questions, please contact your local PRN representative
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PRNewsFotoSM *Every Picture Tells a Story*

The New York Times Sunday, December 3, 1995

Money&Business Section **3**



Michael Pugh/PRNewsFoto

EXPANSIONS

In Russia, Boom Times for Coke

The Coca-Cola Company opened a second production line at its Moscow bottling plant, more than doubling capacity to meet growing demand. The company also opened a new plant in St. Petersburg, its 12th in Russia, and said it would double its investment in Russia to \$500 million in the next two years. Sales in Moscow nearly tripled last year, Coca-Cola said, while overall volume in Russia doubled. A Russian Orthodox priest blessed the proceedings.

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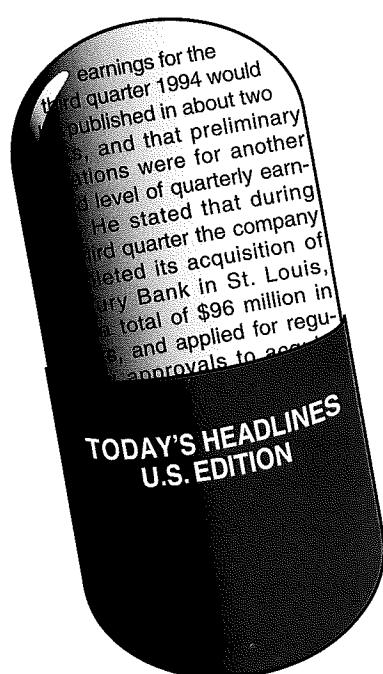
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